

MAN 5060 Identitet og merkevarebygging

[View Online](#)

@article{Arnould_2005, title={Consumer Culture Theory (CCT): Twenty Years of Research}, volume={31}, url={http://jcr.oxfordjournals.org/content/31/4/868}, number={4}, journal={Journal of Consumer Research}, publisher={The Oxford University Press}, author={Arnould, Eric J.}, year={2005}, pages={868-882} }

@book{Blindheim_Jensen_Nyeng_Tangen, address={Oslo}, title={Forbruk: lyst, makt, iscenesettelse eller mening?}, publisher={Cappelen akademisk forl}, author={Blindheim, Trond and Jensen, Thor Øivind and Nyeng, Frode and Tangen, Karl-Fredrik} }

@book{Brønn_Sjøbu_Ihlen_2009, address={Oslo}, title={Åpen eller innadvendt: omdømmebygging for organisasjoner}, publisher={Gyldendal akademisk}, author={Brønn, Peggy Simcic and Sjøbu, Ane and Ihlen, Øyvind}, year={2009} }

@article{Cayla_Arnould_2008, title={A Cultural Approach to Branding in the Global Marketplace}, volume={16}, url={https://www.jstor.org/stable/27755581}, number={4}, journal={Journal of International Marketing}, author={Cayla, Julien and Arnould, Eric J.}, year={2008}, pages={86-112} }

@book{Girard, address={East Lansing, Mich}, title={Anorexia and mimetic desire}, volume={Breakthroughs in mimetic theory}, url={https://ebookcentral.proquest.com/lib/bilibrary/detail.action?docID=3338328}, publisher={Michigan State University Press}, author={Girard, René} }

@book{Gripsrud, address={Oslo}, edition={5. utg}, title={Mediekultur, mediesamfunn}, publisher={Universitetsforl}, author={Gripsrud, Jostein} }

@article{Hirschman_2006, title={Foodsigns on the Highway of Life: The Semiotics of the Diner.}, volume={33}, url={https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=23589674}, number={1}, journal={Advances in Consumer Research}, author={Hirschman, Elizabeth}, year={2006}, pages={607-612} }

@article{Hirschman_1986, title={The creation of product symbolism}, volume={13}, url={https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=6487272}, number={1}, journal={Advances in Consumer Research}, author={Hirschman, Elizabeth C.}, year={1986}, pages={327-331} }

@article{Hirschman_2000, title={Consumers' Use of Intertextuality and Archetypes.}, volume={27}, url={https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=6686918}, number={1}, journal={Advances in Consumer Research}, author={Hirschman,

Elizabeth C.}, year={2000}, pages={57-63} }

@article{Hirschman_2003, title={Men, Dogs, Guns and Cars: The Semiotics of Rugged Individualism}, volume={32},
url={<https://www.proquest.com/scholarly.journals/men.dogs.guns.cars.semiotics.rugged.individualism/docview/236502484/se.2?accountid=142923>}, number={1}, journal={Journal of Advertising}, publisher={Taylor & Francis Ltd.}, author={Hirschman, Elizabeth C.}, year={2003}, pages={9-22} }

@article{Hirschman_Holbrook_1982, title={Hedonic Consumption: Emerging Concepts, Methods and Propositions}, volume={46}, url={<https://www.jstor.org/stable/1251707>}, number={3}, journal={Journal of Marketing}, author={Hirschman, Elizabeth C. and Holbrook, Morris B.}, year={1982}, pages={92-101} }

@article{Hirschman_Scott_Wells_1998, title={A Model of Product Discourse: Linking Consumer Practice to Cultural Texts.}, volume={27},
url={<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=930323>}, number={1}, journal={Journal of Advertising}, author={Hirschman, Elizabeth C. and Scott, Linda and Wells, William B.}, year={1998}, pages={33-50} }

@article{Hirschman_Solomon_1983, title={The relationship of age and gender subcultures to the consumption of rational and arational experiences}, volume={10},
url={<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=6430855>}, number={1}, journal={Advances in Consumer Research}, author={Hirschman, Elizabeth C. and Solomon, Michael R.}, year={1983}, pages={334-338} }

@article{Hirschman_Thompson_1997, title={Why Media Matter: Toward a Richer Understanding of Consumers' Relationships with Advertising and Mass Media.}, volume={26},
url={<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=9705213769>}, number={1}, journal={Journal of Advertising}, author={Hirschman, Elizabeth C. and Thompson, Craig J.}, year={1997}, pages={43-60} }

@article{Holt_1994, title={Neglected Classics: Three Intellectual Traditions in the Sociology of Consumption.}, volume={21},
url={<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=83373783>}, number={1}, journal={Advances in Consumer Research}, author={Holt, Douglas B.}, year={1994}, pages={64-64} }

@article{Holt_1995a, title={How Consumers Consume: A Typology of Consumption.}, volume={22},
url={<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=9507113972>}, number={1}, journal={Journal of Consumer Research}, author={Holt, Douglas B.}, year={1995}, pages={1-16} }

@article{Holt_1995b, title={Inside Culture: Art and Class in the American Home/Claims to Fame: Celebrity in Contemporary America/Xuxu: The Mega-marketing of gender, race and modernity}, volume={32},
url={<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=9512144022>}, number={4}, journal={Journal of Marketing Research (JMR)}, author={Holt, Douglas B.}, year={1995}, pages={487-494} }

@article{Holt_1997, title={How Do Ads Mean? New Directions in Cultural Advertising Research.}, volume={24},
url={https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=83112680}, number={1}, journal={Advances in Consumer Research}, author={Holt, Douglas B.}, year={1997}, pages={98-100} }

@article{Holt_1998, title={Social Class and Consumption: Challenging Postmodern Images.}, volume={25},
url={https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=83386435}, number={1}, journal={Advances in Consumer Research}, author={Holt, Douglas B.}, year={1998}, pages={219-220} }

@article{Holt_2002, title={Why Do Brands Cause Trouble? A Dialectical Theory of Consumer Culture and Branding.}, volume={29},
url={https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=6789004}, number={1}, journal={Journal of Consumer Research}, author={Holt, Douglas B.}, year={2002}, pages={70-90} }

@article{Holt_2003, title={What Becomes an Icon Most?}, volume={81},
url={https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=9162349}, number={3}, journal={Harvard Business Review}, author={Holt, Douglas B.}, year={2003}, pages={43-49} }

@book{Holt_2004, address={Boston, Mass}, title={How brands become icons: the principles of cultural branding},
url={https://ebookcentral.proquest.com/lib/bilibrary/detail.action?docID=5181976}, publisher={Harvard Business School Press}, author={Holt, Douglas B.}, year={2004} }
@article{Holt_Quelch_Taylor_2004, title={How Global Brands Compete.}, volume={82},
url={https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=14328977}, number={9}, journal={Harvard Business Review}, author={Holt, Douglas B. and Quelch, John A. and Taylor, Earl L.}, year={2004}, pages={68-75} }

@article{Holt_Thompson_2004, title={Man-of-Action Heroes: The Pursuit of Heroic Masculinity in Everyday Consumption.}, volume={31},
url={https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=14636465}, number={2}, journal={Journal of Consumer Research}, author={Holt, Douglas B. and Thompson, Craig J.}, year={2004}, pages={425-440} }

@book{Knudsen_Schjelderup, address={Oslo}, title={Forbrukersosiologi: makt, tegn og mening i forbrukersamfunnet}, publisher={Cappelen akademisk forl}, author={Knudsen, Morten William and Schjelderup, Gerhard Emil} }

@book{Kolnar, address={Oslo}, title={Mannedyret: begjær i moderne film}, publisher={Spartacus}, author={Kolnar, Knut} }

@inbook{Kolnar, address={Trondheim}, title={Fetisjer, porno og populærkultur}, booktitle={Pornutopia: glamour, kjendiskult, porno-chic, livsstilsex, konsum og begjær}, publisher={Tapir akademisk forl}, author={Kolnar, Knut}, pages={159-169} }

@article{O'Reilly_2005, title={Cultural Brands/ Branding Cultures.}, volume={21},
url={https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=17339000}, number={5}, journal={Journal of Marketing Management}, author={O'Reilly,}

Daragh}, year={2005}, pages={573-588} }

@inbook{Packard_2007, address={Brooklyn, N.Y.}, edition={Reissue ed}, title={The hidden persuaders},
url={https://ebookcentral.proquest.com/lib/bilibrary/detail.action?docID=3029422},
publisher={Ig Pub}, author={Packard, Vance Oakley}, year={2007}, pages={31-64} }
@inbook{Pountain_Robins_2000, address={London}, title={Cool rules: anatomy of an attitude},
url={https://ebookcentral.proquest.com/lib/bilibrary/reader.action?docID=420785&ppg=9}, publisher={Reaktion}, author={Pountain, Dick and Robins, David}, year={2000}, pages={7-33} }

@book{Samuelsen_Olsen_Peretz_2016, address={[Oslo]}, title={Merkevareledelse}, publisher={Cappelen Damm akademisk}, author={Samuelsen, Bendik M. and Olsen, Lars Erling and Peretz, Adrian}, year={2016} }

@article{Simmel_1990, title={Moten}, number={2}, journal={Sosiologi i dag}, publisher={Novus}, author={Simmel, Georg}, year={1990} }

@inbook{Slade_2006, address={Cambridge, Mass}, title={Made to break: technology and obsolescence in America},
url={https://ebookcentral.proquest.com/lib/bilibrary/detail.action?docID=3300262},
publisher={Harvard University Press}, author={Slade, Giles}, year={2006}, pages={1-55} }

@article{Thompson_1996, title={Caring Consumers: Gendered Consumption Meanings and the Juggling Lifestyle.}, volume={22},
url={https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=9606161736}, number={4}, journal={Journal of Consumer Research}, author={Thompson, Craig J.}, year={1996}, pages={388-407} }

@article{Thompson_1997, title={Interpreting Consumers: A Hermeneutical Framework for Deriving Marketing Insights from the Texts of Consumers' Consumption Stories.}, volume={34},
url={https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=9711110304}, number={4}, journal={Journal of Marketing Research (JMR)}, author={Thompson, Craig J.}, year={1997}, pages={438-455} }

@article{Thompson_2004a, title={Beyond Brand Image: Analyzing the Culture of Brands.}, volume={31},
url={https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=14925542}, number={1}, journal={Advances in Consumer Research}, author={Thompson, Craig J.}, year={2004}, pages={98-100} }

@article{Thompson_2004b, title={Marketplace Mythology and Discourses of Power.}, volume={31},
url={https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=14782550}, number={1}, journal={Journal of Consumer Research}, author={Thompson, Craig J.}, year={2004}, pages={162-180} }

@article{Thompson_2004c, title={The Starbucks Brandscape and Consumers' (Anticorporate) Experiences of Glocalization}, volume={31},

url={<https://www.jstor.org/stable/10.1086/425098>}, number={3}, journal={Journal of Consumer Research}, publisher={The Oxford University Press}, author={Thompson, Craig J.}, year={2004}, pages={631-642} }

@book{Thompson_2008, title={Theorizing the Socio-historical and Ideological Influences on the Production of Commercial Culture}, volume={8},
url={http://www.acrwebsite.org/volumes/eacr/vol8/eacr_vol8_37.pdf}, journal={Advances in Consumer Research - European Conference Proceedings}, author={Thompson, Craig J.}, year={2008}, pages={145-149} }

@article{Thompson_Holt_1997, title={Consuming Desire and Desirous Consumption: Toward a Deeper Understanding of the Social Construction of Consumer Wants and the Nature of Consumption Symbolism.}, volume={24},
url={<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=83112661>}, number={1}, journal={Advances in Consumer Research}, author={Thompson, Craig J. and Holt, Douglas B.}, year={1997}, pages={22-23} }

@article{Thompson_Tambyah_1998, title={Rethinking Theories of 'Consumer Culture' Through Postmodern Analyses of Consumption and the Production of Hybrid Cultural Forms.}, volume={25},
url={<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=83386398>}, number={1}, journal={Advances in Consumer Research}, author={Thompson, Craig J. and Tambyah, Siok Kuan}, year={1998}, pages={58-59} }